

**COMBINED DECLARATION AND POWER OF ATTORNEY**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled SPONSORED MEDIA CONTENT, the specification of which:

- ☒ is attached hereto.  
☐ was filed on \_\_\_\_\_ as Application Serial No. \_\_\_\_\_ and was amended on \_\_\_\_\_.  
☐ was described and claimed in PCT International Application No. \_\_\_\_\_ filed on \_\_\_\_\_ and as amended under PCT Article 19 on \_\_\_\_\_.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose all information I know to be material to patentability in accordance with Title 37, Code of Federal Regulations, §1.56.

I hereby claim the benefit under Title 35, United States Code, §119(e)(1) of any United States provisional application(s) listed below:

| U.S. Serial No. | Filing Date      | Status  |
|-----------------|------------------|---------|
| To be assigned  | December 2, 2003 | Pending |

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose all information I know to be material to patentability as defined in Title 37, Code of Federal Regulations, §1.56(a) which became available between the filing date of the prior application and the national or PCT international filing date of this application:

| U.S. Serial No. | Filing Date | Status |
|-----------------|-------------|--------|
|-----------------|-------------|--------|

I hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by me on the same subject matter having a filing date before that of the application(s) of which priority is claimed:

| Country | Application No. | Filing Date | Priority Claimed   |
|---------|-----------------|-------------|--|
|         |                 |             | <input type="checkbox"/> Yes <input type="checkbox"/> No |
|         |                 |             | <input type="checkbox"/> Yes <input type="checkbox"/> No |

## Combined Declaration and Power of Attorney

Page 2 of 2 Pages

I hereby appoint the following attorneys and/or agents to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Scott C. Harris, Reg. No. 32,030  
David L. Feigenbaum, Reg. No. 30,378  
Hans R. Troesch, Reg. No. 36,950  
Bing Ai, Reg. No. 43,312  
Frederick H. Rabin, Reg. No. 24,488  
John C. Philips, Reg. No. 35,322  
Alexander C. Chen, Reg. No. 45,591  
Joseph R. Baker, Jr., Reg. No. 40,900  
Gregory P. Einhorn, Reg. No. 68,440  
Dwight U. Thompson, Reg. No. 53,688  
Andrew D. Skale, Reg. No. 44,337

John Hayden, Reg. No. 37,640  
Dorothy Whelan, Reg. 33,814  
Linda G. Gunderson, Reg. No. 46,341  
Richard J. Anderson, Reg. No. 36,732  
Samuel Borodach, Reg. No. 38,388  
Kenyon Jenckes, Reg. No. 41,873  
William Hunter, Reg. No. 47,671  
Christopher Marchese, Reg. No. 37,177  
Michael P. Reed, Reg. No. 45,647  
John F. Conroy, Reg. No. 45,843

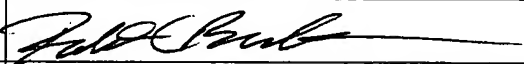
Direct all telephone calls to DWIGHT U. THOMPSON at telephone number (858) 678-4748.

Direct all correspondence to the following:

**20985**

**PTO Customer Number**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

|                        |   |       |         |
|------------------------|---|-------|---------|
| Full Name of Inventor: | ROBERT BUCHANAN   |       |         |
| Inventor's Signature:  |  | Date: | 12-2-03 |
| Residence Address:     | 5705 Mira Flores Drive, San Diego, California 92114                                 |       |         |
| Citizenship:           | United States   |       |         |
| Post Office Address:   | 5705 Mira Flores Drive, San Diego, California 92114                                 |       |         |

|                        |   |       |  |
|------------------------|---|-------|--|
| Full Name of Inventor: | ROBIN BUCHANAN                                      |       |  |
| Inventor's Signature:  |   | Date: |  |
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| Citizenship:           | United States                                       |       |  |
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Attorney's Docket No.: 16744-002001

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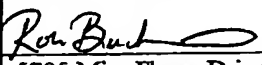
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